



North Carolina
Department of Health and Human Services
Division of Medical Assistance
Recipient Services MEU

801 Ruggles Drive – 2501 Mail Service Center - Raleigh, N.C. 27699-2501
919-855-4000

Michael F. Easley, Governor
Dempsey Benton, Secretary

William W. Lawrence, Jr., M.D., Acting Director

April 18, 2008

Re: Baby Love Flyer

Dear County Director of Social Services:

With the increasing infant mortality rate, it has been a concern of the Department of Public Health (DPH) that many pregnant women are not seeking the services of the Maternity Care Coordination Program (MCCP). The DPH has asked for our assistance in getting the information of this available service out to our Medicaid Pregnant Women (MPW) clients. We believe that it is important to get this information to our MPW clients as soon as possible after they have been approved for the program.

Therefore, the attached Baby Love flyers([Baby Love ENG](#) and [Baby Love SPA](#))will be sent out to all existing MPW cases in April. The English version will be on the front, Spanish on the back. The same notice will then be sent out daily to all newly approved and newly transferred MPW recipients through the Eligibility Information System (EIS).

If you have any questions regarding this information, please contact your Medicaid Program Representative. For any issues that are not able to be handled through that venue, Mrs. Angela Floyd, Assistant Director for Recipient and Provider Services, will be your point of contact and can be reached at (919) 855-4000.

Sincerely,

William W. Lawrence, Jr., M.D.

Attachment